CHAMBER OF COMMERCE CANADA-PERU

STEPS TO EXPORT TO CANADA

1 EVALUATION OF EXPORT POTENTIAL
- Do you have a value proposition?
- Is it ready?
- What is your export potential?

2 LINKAGE TO GLOBAL VALUE CHAINS
- Understanding global value chains for exporting (design, production, marketing, distribution and support to the final consumer).

3 DEVELOPMENT OF THE EXPORT PLAN
- Analysis of products/services
- Competitors
- Risk factors
- International logistics

4 TARGET MARKET ANALYSIS
- Analyze the consumer profile and the Canadian market.

5 MARKETING STRATEGY
- Developing an export marketing plan
- Pricing
- Marketing tools (brochures, website, videos, social media, packaging design)

6 TARGET MARKET ENTRY
- Entry strategies with innovative product.
- Method of entry (direct export, indirect export, partnerships, etc.)
- Advantages of the Canada-Peru FTA

7 DELIVERY OF THE GOODS
- International trade regulations (packaging, freight forwarder, labels and markings, insurance, shipping document, etc.)

8 IDENTIFICATION OF FINANCING REQUIREMENTS
- Evaluate financial aid, financing risks and payment methods

9 UNDERSTAND THE LEGAL ASPECT OF FOREIGN TRADE
- International contracts
- Negotiating with other cultures
- Responsible business conduct
- Compliance with international standards

10 IMPLEMENTATION OF E-COMMERCE FOR EXPORTERS
- Understanding the advantages of E-commerce
- Online customer service
- Post-sales service